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IN THE UNITED STATES  
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: **Google-48 (GP-083-00-US)**

Applicants: **ROSS KONINGSTEIN**

Serial No.: **10/721,010**

Filing Date: **November 24, 2003**

Title: **USING CONCEPTS FOR AD TARGETING**

Examiner: **Not yet assigned**

Group Art Unit: **3623**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

S I R:

**Information Disclosure Statement Transmittal**

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of the references is enclosed.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action on the merits has not yet been received, the applicants assume that this Information Disclosure Statement should be considered under 37 C.F.R. §§ 1.97(b)(3).

**Accordingly, it is believed that no fee is due.**

If, however, an Office Action on the merits has been mailed before the filing date of this Information Disclosure Statement, these references should be considered under 37 C.F.R. § 1.97(c)(1).

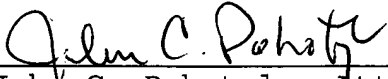
**Certification Under 37 C.F.R. § 1.97 (e)(1)**

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from the U.S. PCT Receiving Office in a counterpart international application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,


Dated: January 26, 2007

  
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**CERTIFICATE OF MAILING under 37 C.F.R. § 1.8(a)**

I hereby certify that this correspondence is being deposited on **January 26, 2007** with the United States Postal Service as first class mail, with sufficient postage, in an envelope addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

 _____ John C. Pokotylo	<u>36,242</u> Reg. No.
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[illegible]

Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document Office <sup>3</sup> Number <sup>4</sup>	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	T <sup>6</sup>

Examiner Initials*	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume, issue number(s), publisher, country, where published, source	T <sup>2</sup>
	AD	Form PCT/ISA/220, NOTIFICATION OF TRANSMITTAL OF THE INTERNATIONAL SEARCH REPORT AND WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY, OR THE DECLARATION for PCT/US04/39202, mailed December 18, 2006 (2 pgs.)	
	AE	Form PCT/ISA/210, INTERNATIONAL SEARCH REPORT for PCT/US04/39202, mailed December 18, 2006 (2 pgs.)	
	AF	Form PCT/ISA/237, WRITTEN OPINION OF THE INTERNATIONAL SEARCHING AUTHORITY for PCT/US04/39202, mailed December 18, 2006 (3 pgs.)	

Examiner Signature		Date Considered	
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1 Unique citation designation number. 2 Applicant is to place a check mark here if English language translation is attached.